

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> WRAL Raleigh, NC	<b>Date:</b> 9/10/12
--	-------------------------

I, Heidi Guerra

being/on behalf of: Chad Barefoot, a legally

qualified candidate of the Republican political

party for the office of: State Senate

in the \_\_\_\_\_

election to be held on: 11/6/12

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	See	Attached			

**Total Charges:** \$97,400 Gross / \$82,490 Net

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

N/A

I represent that the payment for the above described broadcast time has been furnished by:

Committee to Elect Chad Barefoot

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Chris Ayers

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

9/10/12  
Date

Heidi Guerra  
Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

Dave Lyles  
Signature

Dave Lyles  
Printed Name

Sales Manager  
Title

**CONTRACT**

**WRAL-TV**  
**2619 Western Blvd**  
**Raleigh, NC 27605**  
**(919)821-8514**

<u>Contract / Revision</u> 117699 /		<u>Alt Order #</u> 06310923
<u>Product</u> CHAD BAREFOOT 9/12		
<u>Contract Dates</u> 09/12/12 - 09/30/12		<u>Estimate #</u> 978
<u>Advertiser</u> Barefoot for NC Senate		<u>Original Date / Revision</u> 09/11/12 / 09/11/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WRAL	<u>Account Executive</u> Cheryl Blair	<u>Sales Office</u> Washington Tel
<u>Special Handling</u> CIA - Mark PAID		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Innovative Advertising**  
**403 N. Columbia St.**  
**Covington, LA 70433**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WRAL	09/12/12	09/14/12	WRAL 4:30am News	4:30a - 5am		:30			NM	3	\$270.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	--WTF--				3	\$90.00			
N 2	WRAL	09/17/12	09/28/12	WRAL 4:30am News	4:30a - 5am		:30			NM	8	\$720.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	MTWTF--				4	\$90.00			
	Week:	09/24/12	09/30/12	MTWTF--				4	\$90.00			
N 3	WRAL	09/12/12	09/14/12	CBS This Morning	7am - 9am		:30			NM	3	\$1,140.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	--WTF--				3	\$380.00			
N 4	WRAL	09/17/12	09/28/12	CBS This Morning	7am - 9am		:30			NM	8	\$3,040.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	MTWTF--				4	\$380.00			
	Week:	09/24/12	09/30/12	MTWTF--				4	\$380.00			
N 5	WRAL	09/12/12	09/14/12	Noon News	12p-1p		:30			NM	3	\$945.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	--WTF--				3	\$315.00			
N 6	WRAL	09/17/12	09/28/12	Noon News	12p-1p		:30			NM	8	\$2,520.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	MTWTF--				4	\$315.00			
	Week:	09/24/12	09/30/12	MTWTF--				4	\$315.00			
N 7	WRAL	09/12/12	09/14/12	6pm News (M-F)	6-630p		:30			NM	3	\$4,005.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	--WTF--				3	\$1,335.00			
N 8	WRAL	09/17/12	09/28/12	6pm News (M-F)	6-630p		:30			NM	8	\$10,680.00
		CLASS 3 CANDIDATE R8.23										

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In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



**WRAL-TV**  
**2619 Western Blvd**  
**Raleigh, NC 27605**  
**(919)821-8514**

<u>Contract / Revision</u>	<u>Alt Order #</u>
117699 /	06310923

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/12/12 - 09/30/12	CHAD BAREFOOT 9/12	978

<u>Advertiser</u>	<u>Original Date / Revision</u>
Barefoot for NC Senate	09/11/12 / 09/11/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12 09/23/12 MTWTF-- 4 \$1,335.00 Week: 09/24/12 09/30/12 MTWTF-- 4 \$1,335.00												
N 9	WRAL	09/12/12	09/16/12	Late News	11-1135p		:30			NM	3	\$4,005.00
CLASS 3 CANDIDATE R8.23												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 --WTFSS 3 \$1,335.00												
N 10	WRAL	09/17/12	09/30/12	Late News	11-1135p		:30			NM	8	\$10,680.00
CLASS 3 CANDIDATE R8.23												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12 09/23/12 MTWTFSS 4 \$1,335.00 Week: 09/24/12 09/30/12 MTWTFSS 4 \$1,335.00												
N 11	WRAL	09/16/12	09/30/12	CBS Sunday Morning	9-1030a		:30			NM	3	\$1,800.00
CLASS 2 CANDIDATE R8.23												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 -----1 1 \$600.00 Week: 09/17/12 09/23/12 -----1 1 \$600.00 Week: 09/24/12 09/30/12 -----1 1 \$600.00												
N 12	WRAL	09/16/12	09/30/12	Face The Nation 1030-1130	1030-1130		:30			NM	3	\$600.00
CLASS 4 CANDIDATE R8.23												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 -----1 1 \$200.00 Week: 09/17/12 09/23/12 -----1 1 \$200.00 Week: 09/24/12 09/30/12 -----1 1 \$200.00												
N 13	WRAL	09/20/12	09/27/12	Thu Hour 2	9-10p		:30			NM	2	\$6,230.00
CLASS 3 CANDIDATE R8.23												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12 09/23/12 ---1--- 1 \$3,115.00 Week: 09/24/12 09/30/12 ---1--- 1 \$3,115.00												
N 14	WRAL	09/23/12	09/30/12	60 Minutes	7-8p		:30			NM	2	\$5,340.00
CLASS 3 CANDIDATE R8.23												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12 09/23/12 -----1 1 \$2,670.00 Week: 09/24/12 09/30/12 -----1 1 \$2,670.00												
N 15	WRAL	09/12/12	09/14/12	Dr. Phil	9-10a		:30			NM	3	\$645.00
CLASS 3 CANDIDATE R8.23												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 --WTF-- 3 \$215.00												
N 16	WRAL	09/17/12	09/28/12	Dr. Phil	9-10a		:30			NM	8	\$1,720.00
CLASS 3 CANDIDATE R8.23												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12 09/23/12 MTWTF-- 4 \$215.00 Week: 09/24/12 09/30/12 MTWTF-- 4 \$215.00												
N 17	WRAL	09/12/12	09/14/12	Price is Right	11a-12p		:30			NM	3	\$975.00
CLASS 2 CANDIDATE R8.23												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 --WTF-- 3 \$325.00												
N 18	WRAL	09/17/12	09/28/12	Price is Right	11a-12p		:30			NM	8	\$2,600.00
CLASS 2 CANDIDATE R8.23												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												

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Contract / Revision	Alt Order #
117699 /	06310923

Contract Dates	Product	Estimate #
09/12/12 - 09/30/12	CHAD BAREFOOT 9/12	978

Advertiser	Original Date / Revision
Barefoot for NC Senate	09/11/12 / 09/11/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12 09/23/12 MTWTF-- 4 \$325.00 Week: 09/24/12 09/30/12 MTWTF-- 4 \$325.00												
N 19	WRAL	09/12/12	09/14/12	Young and the Restless	4-5p		:30			NM	4	\$3,500.00
CLASS 2 CANDIDATE R8.23												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 --WTF-- 4 \$875.00												
N 20	WRAL	09/17/12	09/21/12	Young and the Restless	4-5p		:30			NM	4	\$3,500.00
CLASS 2 CANDIDATE R8.23												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12 09/23/12 MTWTF-- 4 \$875.00												
N 21	WRAL	09/24/12	09/28/12	Young and the Restless	4-5p		:30			NM	4	\$3,500.00
CLASS 2 CANDIDATE R8.23												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/24/12 09/30/12 MTWTF-- 4 \$875.00												
N 22	WRAL	09/12/12	09/14/12	5:30 News	530-6p		:30			NM	3	\$3,345.00
CLASS 3 CANDIDATE R8.23												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 --WTF-- 3 \$1,115.00												
N 23	WRAL	09/17/12	09/28/12	5:30 News	530-6p		:30			NM	6	\$6,690.00
CLASS 3 CANDIDATE R8.23												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12 09/23/12 MTWTF-- 3 \$1,115.00 Week: 09/24/12 09/30/12 MTWTF-- 3 \$1,115.00												
N 24	WRAL	09/12/12	09/14/12	Entertainment Tonight	730-8P		:30			NM	3	\$2,010.00
CLASS 3 CANDIDATE R8.23												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 --WTF-- 3 \$670.00												
N 25	WRAL	09/17/12	09/28/12	Entertainment Tonight	730-8P		:30			NM	8	\$5,360.00
CLASS 3 CANDIDATE R8.23												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12 09/23/12 MTWTF-- 4 \$670.00 Week: 09/24/12 09/30/12 MTWTF-- 4 \$670.00												
N 26	WRAL	09/18/12	09/25/12	Tue Hour 2	9-10p		:30			NM	2	\$7,100.00
CLASS 3 CANDIDATE R8.23												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12 09/23/12 -1----- 1 \$3,550.00 Week: 09/24/12 09/30/12 -1----- 1 \$3,550.00												
N 27	WRAL	09/19/12	09/26/12	Wed Hour 3	10-11p		:30			NM	1	\$2,225.00
CLASS 3 CANDIDATE R8.23												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12 09/23/12 ----- 0 \$0.00 Week: 09/24/12 09/30/12 --1---- 1 \$2,225.00												
<b>Totals</b>											<b>122</b>	<b>\$95,145.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/30/12	122	\$95,145.00	\$80,873.25
<b>Totals</b>	<b>122</b>	<b>\$95,145.00</b>	<b>\$80,873.25</b>

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117699 /	06310923

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/12/12 - 09/30/12	CHAD BAREFOOT 9/12	978

<u>Advertiser</u>	<u>Original Date / Revision</u>
Barefoot for NC Senate	09/11/12 / 09/11/12

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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